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Our Numerically Largest Narcotic Problem

(From the testimony of Andrew C. Ivy, Ph.D., M.D., D.Sc., LL.D., FACP., before the Senate and House Interstate and Foreign Commerce Committees of the U. S. Congress in support of the Langer and Siler bills against liquor advertising.)

I hold the following truth to be self-evident: It is **not** rational, it is **not** for the general welfare to permit the advertisement to the public of any food, or drink, or drug, . . . which is the cause of the numerically largest narcotic problem in the United States and Western Civilization. . . .

The consumption of alcoholic beverages is the cause of the numerically largest narcotic problem in the United States and Western Civilization.

In view of the number of alcoholics and cases of drunkenness in the United States, the role of alcoholic beverages in the promotion of accidents and various diseases and its economic cost, and the relatively few—but nevertheless much too many—morphine, heroin, cocaine, and marihuana habituees, the truth of the foregoing statement is very evident. The problem of alcoholism is outstanding in all the Countries of Western Civilization.

Dr. Harris Isbell, Director of the Addiction Research Center of the U.S. Public Health Service at Lexington, Kentucky, has stated that "Statistically, alcohol is the most important of all addicting depressant drugs." (Merck Report, Vol. 60, July, 1951) And, Arnold J. Toynbee, one of the greatest contemporary historians, has stated in his book "Civilization on Trial" (page 205, 1948) that alcoholism and race consciousness are two conspicuous sources of danger to Western Civilization. He has further stated that a mixture of atheism, materialism, racialism, and alcoholism has been the cause of the decline and decay of 19 of 21 civilizations.

The evidence shows that the advertisement of alcoholic beverages is accompanied by an

increase in the per capita consumption of alcohol, of the incidence of alcoholism and arrests for alcohol related crimes.

In view of the size and importance of the problem, it is obviously irrational to advertise alcoholic beverages. Why should the product which is statistically the largest narcotic problem in the United States, which is the cause of up to 40% of traffic casualties, which is the cause of the Number Four Public Health Problem, and which is the cause of so much human misery and economic waste be advertised? **To advertise such a product represents a tragic burlesque of the social consequences of its consumption.**

There is a growing host of persons in the United States who are sensitive to their responsibility regarding the alcohol problem. Many of them are doing their utmost to educate the men, women, and children of the United States regarding the evil consequences of the consumption of alcoholic beverages to them as individuals and to their Country. It must be recalled that these individuals are not stimulated to carry on such an educational program by a profit motive. Not one of these educators will make any money from the reduction in the sale of alcoholic beverages which will result from such an educational program. The advertisement of alcoholic beverages is a tremendous handicap and deterrent to the effectiveness of this educational program. And, without the right sort of education how is the alcohol problem going to be solved? It cannot be solved by permitting the most glamorous and seductive advertising ever created by the mind of man to enter our homes and schools and magazines and news-

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Statement of J. Renwick Patterson, Executive Secretary of the National Reform Association

(Given before the Interstate and Foreign Commerce Committees of the House and Senate, Washington, D. C., February 15th and 16th, in support of the Langer (S. 923) and Siler (H.R. 4627) bills against alcoholic beverage advertising.)

Mr. Chairman and members of the committee. My name is J. Renwick Patterson. I am the Executive Secretary of the National Reform Association and the editor of the Christian Statesman. My office address is 209 Ninth Street, Pittsburgh 22, Pa. My statement will be brief.

I am opposed, as is also the Association I am privileged to represent, to the advertising of all alcoholic beverages. I am therefore presenting testimony in support of this proposed legislation to prohibit the transportation in interstate commerce of advertisements of alcoholic beverages, and for other purposes. I strongly urge the Committee to act favorably on this bill.

I am opposed to the advertising of alcoholic beverages because of the inherently evil and dangerous character of beverage alcohol. The Bible says, "Wine is a mocker, strong drink is raging, and whosoever is deceived thereby is not wise." Proverbs 20:1. That was written a long time ago, and in all the passing centuries beverage alcohol has not changed its nature or its effects. To portray it in any different light than is portrayed in this Scripture is to misrepresent it. I have never seen the sentiment of this verse expressed in any beverage alcohol advertisement.

I believe that it is not in the best interest of the public welfare to keep the public mind constantly saturated with a continual barrage of beverage alcohol advertising. It is especially detrimental to the public good when such advertisements are carried by home media such as radio, television, magazines and newspapers. Here, not only adults are reached, but all ages. It is most certainly not in the best interest of our children and our youth to turn our living rooms into sales rooms for alcoholic beverages. All the arts of persuasion are used in these media. Exceedingly clever and subtle are the glamorized allurements and inducements used in beverage alcohol advertising.

It is toward the woman of the home—the mother—that many of the beer and wine commercials on radio and television are currently being beamed. Subtle are the suggestions that she is something less than a good hostess, and will not be appreciated by her friends when they drop in, if she fails to provide beer or wine with the other refreshments.

I have in my home a little five year old daughter. She is the youngest in my family. This little girl knows all the jingles of the beer and wine commercials. Constant repetition on radio and television have

drilled them into her mind. She knew them before she knew the nursery rhymes. Such slogans as: "... the finest beer around here," "... give it a whirl," "... what'll you have?," "... that's it," or "... the kind grandmother used to make."

Mrs. Patterson and I are total abstainers. We are trying to teach our children to be total abstainers. Yet here is our little five year old daughter with ideas about beer and wine already implanted in her mind and she hasn't yet reached school age.

It is foolish to suggest that we ought to turn the nob and simply cut off the offensive commercials. We try to do that when possible, but one can't stand constant guard by the radio or television set to flip the switch everytime a beer or wine commercial is broadcast. Talk about mind conditioning or brain-washing—we have it right here in these United States. We also have a constitution dedicated to "insuring domestic tranquility" and to "promoting the general welfare." What does "promoting the general welfare" mean if it does not include sheltering our children from the glamorized inducements to accept as normal and necessary—as something belonging to the finer things of life—as something contributing to the general happiness and well-being of a man, a social practice that leaves in its wake in this country 7,000,000 alcoholics or problem drinkers, and that is threatening our civilization to its very foundations.

Professor Arnold Toynbee, considered by most authorities to be the world's foremost contemporary historian, says that the two greatest menaces to the life of our western civilization are "racialism and alcohol." He makes this statement after studying and discovering the causes of the downfall of 16 civilizations of the past. His statement regarding our western civilization is made in the light of these discoveries.

I am concerned about this menace. I believe I have a Christian duty as an American citizen to use this opportunity to speak in support of this proposed legislation designed to limit the growth and expansion of one of the greatest social evils of our day. I am concerned about what conditions may be ten, fifteen or twenty years hence when these liquor-ad-brain-washed boys and girls of ours have grown to adulthood.

Of course our children can't go out and buy the stuff. At that point the law protects them. To sell to minors is illegal, and right there you have a fact which indicates that the alcoholic beverage industry is in a category apart from industry in general. It is not an inherent-right business. It is a special-priv-

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NRA Now Sponsoring the Crusade Against Liquor Advertising

The National Temperance and Prohibition Council at its annual meeting in Washington in January, discharged the Committee Against Liquor Advertising which had been active for several years under the Chairmanship of Dr. R. H. Martin.

The reason the Council gave for discharging the Committee Against Liquor Advertising was that the Committee had completed the task which had been assigned, which was to search out approximately how much money was spent annually in Beverage Alcohol Advertising in this country. A few years ago wild guesses were being made by temperance organizations and workers as to the amount of money being spent in such advertising. Their guesses ranged anywhere from \$10,000,000 to \$50,000,000 annually. No one knew how much actually was being spent. As a result of the work of this Committee it is now known that at least \$260,000,000 a year is currently being spent in the advertising of alcoholic beverages. Since the Committee has brought this information to light, the Council considered that the work of the Committee was completed.

There was another phase of work, however, in which the Committee had been engaged. It was that of promoting a Protest Crusade Against Liquor Advertising directed particularly at these media which come into the home such as magazines, newspapers, radio and television. Here is a phase of work that ought to be continued, but to be continued some group or organization will have to take the initiative in continuing that which the Committee had been doing in keeping the Crusade alive and in injecting new ideas and methods of protest from time to time. With the wide interest that has been manifested in this Crusade it would be a most backward step on the part of the temperance forces in America to drop the Crusade now and especially at a time when liquor advertising has reached an all-time high. The liquor forces will interpret this as a retreat on our part and victory for them.

While the Committee Against Liquor Advertising was set up by the National Temperance and Prohibition Council, its work was carried out almost entirely by the National Reform Association under the leadership of Dr. Martin. The research, the preparation of the Crusade Folders, the mailing out of releases, and the promotion of the Crusade was done from this office. It is our conviction that the work of the Committee Against Liquor Advertising ought to be continued and it is furthermore our belief that the National Reform Association is the logical organization to continue it. Since we have been doing this job, we will simply keep on doing it, the only difference being that now we will do it in the name of the National Reform Association instead of in the name of

the Committee Against Liquor Advertising of the N.T.P.C.

We know that some of the leaders who were at the Council Meeting in Washington were deeply disturbed over the discharging of this committee. Many of them spoke to me personally about it and said, "Does this mean the end of the Protest Crusade?" I said to them, "Perhaps through the National Reform Association I can do something to keep it going," and they said, "We surely hope you will."

It is our belief that by carrying on this Crusade under our Association, we will be able to operate with a much freer hand than was possible for the Committee. This will be especially true in the printing of literature and the preparation of materials to be used in promoting the Crusade and in injecting new ideas and methods of protest from time to time.

Not only will we continue the Crusade Against Liquor Advertising, but we will also continue to do research on the whole question of liquor advertising, keeping our eyes on magazines, newspapers and other media and publicizing our findings.

Any communications, orders for Crusade Folders or contributions for the support of the Crusade should hereafter be sent to The National Reform Association, 209 Ninth Street, Pittsburgh 22, Pa.

—J.R.P.

INVITATION ACCEPTED

With right thumb upraised and phone in left hand, the picture of Newt Kook, President of Dant Distillery Company, Dant, Kentucky, appeared in an ad of his Company's brand in the January 25th issue of the San Diego Union with the following invitation:

My name is Newt Kook. My whiskey is made in Kentucky. Call me Collect at DUNKirk 1-3641, Los Angeles. I came out to see old friends and to make new ones. And while I'm here I'd like to get your opinion on my Dent whiskies and advertising. I can do a lot of listening in a few minutes so please call me collect Wednesday and Thursday, January 25 and 16 between 7 and 10 p.m., P.S.T.

I want you to know that I will take down anything I think will help the sale of my goods. And to show my appreciation, I will pay (a) for the call, to give you some fun, and (b) you can have your choice of the following: My sensational, new automatic fluid lead pencil, or a pair of my handsome J. W. Dant 120th Anniversary old-fashioned glasses, or my Dent Kentucky Colonel string tie like I'm wearing.

So, be sure to call me. I shall be delighted and glad to hear from you. It will be right neighborly of you."

Bye now—Newt Kook

We have a letter from one woman, Lucille D. Edgar, wife of the pastor of the San Diego Reformed Presbyterian Church. She took advantage of the

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An organization of Christian citizens founded in 1863

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J. RENWICK PATTERSON, D.D., Editor

Pittsburgh 22, Pa.

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"Second class mail privileges authorized at Pittsburgh, Pennsylvania."

DRY NEWSPAPERS AND MAGAZINES

We have in the National Reform Association office a compilation of all the dry newspapers, dailies and weeklies published in this country that do not carry alcoholic beverage advertising and also of the semi-dry i.e., dry on liquor or on liquor and wine. These are in mimeographed form and have been compiled separately by states. Write our office for information if you desire the list for your state. The number of such papers varies so much for different states that it is impossible to quote prices for each here. Some states have only a few such papers and they go easily on one page, some states have many dry papers, enough to fill three or four pages. This compilation was made by Dr. R. H. Martin, President Emeritus, with the help of our office staff.

The Editor has just completed a survey of one-hundred ten magazines, (all secular except three or four which might possibly be categorized as semi-religious) as to their policies regarding the carrying of beverage alcohol advertising. Of these one hundred ten magazines, sixty four definitely state in their general statement supplied to Standard Rate and Data Service that they do not accept beverage alcohol advertisements. These 64 magazines have as average circulation of over 1,000,000. Nineteen of them have a circulation of over 1,000,000, ten over 2,000,000, seven of over 3,000,000, four of over 4,000,000 and one of over 10,000,000. Only eleven of the sixty four dry magazines have circulation of less than 100,000. This list includes 21 general magazines, 33 farm publications, many of which are state or regional rather than national, and 10 service club or fraternal publications.

Of the forty six magazines which carry liquor wine or beer advertising, thirty eight are general consumer magazines and eight are farm magazines. Most of the latter are state or regional publications. Several in this list carry only beer or beer and wine ads and are marked accordingly.

The wet and dry magazines have been compiled in separate lists in mimeographed form and are available at the following rates:

List of 64 dry magazines-----	10¢
List of 46 wet magazines-----	10¢
Set of each-----	15¢

DRYS URGE TV BAN ON BEER, WINE

(The following item appeared in The Washington Post, February 16, 1956, under the above heading.) International News Service: Some 35 witnesses urged Congress yesterday to ban radio and television commercials which they said glamorize the drinking of beer and wine.

They appeared before the Senate Commerce Committee in support of legislation to ban liquor advertising on the air and in publications which cross state lines.

J. Renwick Patterson, executive secretary of the National Reform Association with offices at Pittsburgh, said the spot commercials are giving children the wrong slant.

Mrs. Glenn G. Hays, president of the National Women's Christian Temperance Union, said the situation is one parents cannot control because "sandwiched in" between good TV programs are beer commercials which children enjoy.

Leslie B. Logan, of Denver, executive director of the Inter-Church Temperance Movement of Colorado, protested that a beer firm sponsored a TV show on which Mrs. Catherine Marshall, widow of a Senate chaplain, appeared.

Logan termed this a "sneak attack" because, he said, Mrs. Marshall did not know in advance that a beer firm would be a sponsor of the program.

ALCOHOLIC BEVERAGES THIRD IN NATIONAL NEWSPAPER ADVERTISING

A total of \$77,233,908 was spent in the advertising of alcoholic beverages in newspapers in 1955 in the United States according to Media Records as reported in Advertising Age. This represents a decrease of 6.1% below the \$82,211,158 spent by the industry in newspaper advertising in 1954. Beer was down 18% in newspaper advertising from \$26,065,938 in 1954 to \$21,367,816 in 1955. Wine was down 30.2% from \$2,224,806 in 1954 to \$1,552,733 in 1955. There was a slight increase in newspaper advertising for liquor which was up 0.7% in 1955 to \$54,313,359 in 1955 over \$53,920,414 in 1954.

In newspaper advertising, alcoholic beverages ranked third, being exceeded by automotive advertising which was first with an increase of 34% from \$205,475,674 in 1954 to \$275,425,931 in 1955 and by grocery advertising which was second with an increase of 3.9% from \$160,395,785 in 1954 to \$166,661,695 in 1955.

Every state in the Union requires teaching the effects of alcohol and narcotics in all their tax supported schools. A campaign is about to begin which is designed to nullify the effect of these laws.

The Licensed Beverages Industries, Inc., propaganda agency for the liquor interests will begin in the public schools an all-out campaign for education that is sympathetic to the liquor industry.

GEORGIA COUNTY-WIDE SAFETY CAMPAIGN

The Emanuel County League for Temperance and Decency have voted to put on a vast county-wide safety campaign during the entire month of April, using primarily the National Reform Association auto bumper sticker with the slogan "Arrive Alive! Don't Drink and Drive!"

Permission has been obtained for wide radio and newspaper coverage during the month and the plan is to distribute the bumper stickers through the County Civic organizations. 2,000 ordered to date.

Many thousands of these bumper strips have been used through the country over the past year. However, this county-wide campaign, supported with radio and newspaper coverage, is the most ambitious and extensive program undertaken to date by any group using the bumper stickers.

Similar county-wide campaigns could well be promoted by other groups throughout the nation. Wallet size calendar cards and envelope stickers bearing the same slogan are also available. Suggestions for the use of these items follow.

SUGGESTIONS FOR THE USE OF THE SAFETY PROGRAM MATERIALS**Automotive and allied industry dealers . . .**

1. Include kits in the glove compartment of new and used cars delivered to your customers.
2. Keep a supply of the kits in your showroom and distribute to your employees.
3. Include kits in your mailings to service and sales customers.

Public Officials . . .

1. Issue proclamations urging all drivers to participate in the program for safety purposes.
2. Include kits with mailings of new or renewal driving licenses and registration plates.
3. Traffic Court judges supply drivers arrested for driving while under the influence of alcohol with kits and instructions that they be used and heeded.

School Officials . . .

1. High school principals, superintendents and teachers—urge all your student drivers to accept and use the stickers. Teenagers like to put stickers on cars.
2. Display the materials on school bulletin boards.
3. Discuss the program at Parent-Teacher Association meetings and urge all parents to participate in the program. Aim at a bumper sticker on every car in the community with every driver using the materials and heeding the program's message.
4. Cooperate with other groups promoting the program by supplying them with the names of boys and girls of driving age.

Civic, Business and Service Organizations . . .

1. Discuss the program at your meetings and have kits available.

2. Encourage your members to participate by using the materials.
3. Mention the program in your publications.
4. Cooperate with other groups in the promotion of this program.

Insurance Companies and their agents . . .

1. Distribute the kits to your policy holders and prospects.
2. Attach the general use stickers to policy envelopes.
3. Stress the need for the program in your advertising and publications.

Churches and Religious Groups . . .

1. Pastors, temperance superintendents, Bible School teachers and leaders—publicize the program and have kits available for your members.
2. Include kits in your mailings.
3. Call attention to the program in your church bulletins and publications. Display materials on the church bulletin boards.
4. Cooperate with other groups in promoting the program.

General Suggestions . . .

1. Use accident facts, examples and experiences in presenting the program—particularly those that are local in nature.
2. Use well-known local personalities to spearhead the drive.
3. Order the calendar cards with your own imprint or that of your business or organization. This will help promote your own interests with this safety program.

INVITATION ACCEPTED

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invitation to tell Kook what she thought of his whiskey and his advertising. Not only did she call "collect" as Kook had invited, but she urged every member of the congregation who was present at the mid-week service to do the same.

Here is her reply:

"You issued an open invitation in today's San Diego Union, asking us to call and give you our opinion on your whiskies and on your advertising. I want to give you the opinion of Someone whose good judgment is worth far more than mine. Here is what **He** says about your whiskies.

'Cursed is he that putteth the bottle to his neighbor's lips.'

"The Divine curse rests on the man who makes the whiskey, the man who advertises it, the man who sells it, and on any man who in any way contributes to its production. You'll find that Divine judgment expressed in the Bible . . . in the Book of Habakak, chapter 2, verse 15."

In writing us of her action Mrs. Edgar says, "A few hundred such replies and they won't be so bold as to issue an open invitation." To which we say, "Amen."

STATEMENT OF J. RENWICK PATTERSON

(Concluded from page 2)

ilege business. Many times this has been declared by the courts over the past century. The liquor business is a restricted business. It has always been a restricted business. It is subject to many controls and regulations. Prohibition of sales on Election Day, The Fourth of July, Christmas and New Years and with hours of sale limited on other days, are a few of the restrictions. There are no such regulations regarding the sale of milk or soft drinks. Why these restrictions on the sale of alcoholic beverages? Because our governing bodies believe these restrictions are essential to the promotion of the general welfare.

The beverage alcohol business is a special-privilege business in which no one may legally engage unless he has been granted license by the government and operates within the limits of the privileges granted by the license. The nature of beverage alcohol is such that close and careful regulation is deemed necessary and wise.

This matter of regulation is no new thing. I was reading my Bible recently from the book of Esther, chapter one, the story of King Ahasuerus, who reigned "from India even unto Ethiopia, over an hundred and seven and twenty provinces." In the third year of his reign he made a feast to which he invited all his princes, his servants and all the nobles of the provinces of Media and Persia. At this pagan feast there was an abundance of royal wine. In the 7th verse we are told that the drinking was "according to the state of the king." He was evidently the consumption barometer and his condition regulated the drinking. Furthermore, we read in the 8th verse that the "drinking was according to the law; none did compel; for so the king had appointed to all the officers of his house; that they should do according to every man's pleasure." In other words there were regulations and restrictions. The drinking was "according to the law," and the law forbid urging or compulsion. "None did compel." There was no advertising of the wine or glamorizing of the drinking. Protocol did not impel a man to drink. Though he was an invited guest at the King's feast, at which the royal wine was served in abundance, yet there was no embarrassment to anyone if he declined to drink. The King's instructions to all his officers were that no one was to be urged to do so, and that "they should do according to every man's pleasure." There was no glamorized persuasion. If this pagan king of ancient Media and Persia felt there was some need for regulation of inducements to drink in his day in a heathen nation, surely we are justified in seeking legislation to regulate and control inducements to drink in this our day in a so-called-Christian nation.

This bill is entirely in keeping with regulations which are already in effect. It does not establish any precedent. It just extends the regulation into an

area where privilege has been abused and where regulations are now necessary. This bill is not discriminatory any more than the other regulations and restrictions of the industry that are now in effect.

Passage of this bill would not prohibit the manufacture and sale of alcoholic beverages. It would simply prohibit the transportation in interstate commerce of baited inducements in the form of advertisements encouraging the use of alcoholic beverages and would free our homes of this unwarranted invasion and exploitation on the part of the beverage alcohol industry.

For these and other reasons I urge the members of this committee to act favorably on this bill.

A reader sends the following in verse, setting forth America's shame and sin in fostering the traffic in drink, with the request that it be printed in the CHRISTIAN STATESMAN. It may be sung to the tune of "America".)

SING—"AMERICA"—1955

By B. E. T.

"My country, 'tis in thee,"
Sad land of slavery,
We sigh and mourn;
Land where more millions drink,
Slaves in dark alleys sink,
To death's long sleep they sink
Of all hope shorn.

"My native country, thee"
Quite fails thy guilt to see;
The drink you love,
Its poison is a snare,
Ill fame and shame we share,
We languish in despair
Since last bold shove.

Long years wasted in SIN
Rich, liquor men, brought in;
Could they do worse?
Join with the God of might
And put their drink to flight;
"Save freedom's holy light"
From vilest curse.

From "homeland", loved alway
Drive strong drink OUT for aye;
The war is on.
By loyal constant fight
Our grossest wrong we right,
New victory we sight;
God, haste the dawn!

Your drink dens' ribald sound
Goes all the world around,
Your slaves sad song;
Makes even strong hearts quail
May all who hear ne'er fail
To heed drink's warning wail,
This theme prolong.

Sticker-On-A-Liquor-Ad Campaign

Liquor advertising can't be stopped by silence. If we do not like it we ought to say so. But how? Not knowing the answer to this question keeps millions of people from doing anything at all about it. To compose a letter or phrase a protest to many seems so difficult and so nothing is done.

Here is a solution to this problem. It is as simple as licking a postage stamp, signing your name and addressing an envelope. There is practically no effort to it at all, but it will work and work most effectively if a sufficient number of persons will participate.

The National Reform Association, which is now sponsoring the Crusade Against Liquor Advertising, formerly sponsored by the National Temperance and Prohibition Council, has prepared stickers, printed in red ink on white gum backed paper, bearing a statement of protest, with space for name and address as follows:

"I am opposed to this ad from your publication and to all other forms of liquor advertising."

Name _____

Address _____

This project is called the "Sticker-On-A-Liquor-Ad" Campaign against liquor advertising. All you have to do is cut or tear an alcoholic beverage ad from a wet magazine or newspaper, affix one of the stickers to the face of the ad, write your name and address in the space provided, insert the prepared ad in an envelope, seal, address the envelope to the editor or publisher of the publication from which the ad was taken, put a 3¢ stamp on it and mail.

Take from any wet magazine, LIFE for example, one alcoholic beverage ad and mail as directed above. Repeat the same procedure on successive days until you have used all the liquor ads in that one issue. Then take some other wet magazine, COLLIERS, for example, and do the same thing on successive days until you have used all the liquor ads in one issue. Keep on until you have gone through one issue of all the wet magazines and newspapers to which you have access. Then keep repeating at frequent intervals. Don't shy away from repetition. The Liquor Crowd repeats constantly in their advertising.

Hundreds and thousands of such protests pouring into the offices of the editors and publishers of wet magazines and newspapers in a prolonged and continuous stream, will convince them after a time that there are a lot of people in this country who do not like liquor advertising. Results will follow.

But this isn't all. There are many magazines and newspapers published in this country which do not carry advertisements of alcoholic beverages. The editors and publishers of these publications ought to be commended for refusing to carry alcoholic beverage ads and encouraged to continue this policy.

Stickers have been provide for this purpose also. They are the same in size as the protest stickers and are printed in blue ink on white gum backed paper. They contain a commendatory statement with space for name and address as follows:

"I most heartily commend your policy of not accepting alcoholic beverage ads in your publication."

Name _____

Address _____

This sticker is used in exactly the same manner as the protest sticker except that instead of attaching it to a liquor ad, it is attached to the front cover or first page of the dry magazine or newspaper you wish to commend, or on the page containing the mast head. This page with the sticker is then mailed to the editor or publisher of the publication from which the page was taken.

A stream of these commendations going into the offices of dry publications will encourage and help their publishers to continue their "no-liquor-advertising" policy.

Here is a project for every temperance minded person and organization in the country. Let's all get behind this campaign and make a real impact. We are counting on your help and cooperation.

Order a supply of these stickers today and get into this "Sticker-on-a-liquor-Ad" Campaign at once. You will want a quantity of both the "protest" and the "commendatory" stickers.

Also you will need a supply of the report cards, both for your own use and for the use of your friends. This is important in order that we here at headquarters may be informed as to how the campaign is progressing, and that we may be able thereby to send out informative releases on the campaign from time to time.

The stickers come in sheets of four at the following prices: 1-15 sheets, 3¢ each; 25 sheets, 60¢; 50 sheets, \$1.00; 100 sheets, \$1.75; 500 sheets, \$7.50; 1,000 or more sheets, \$12.00 per M. Report cards 1¢ each.

Order from:

The National Reform Association
209 Ninth Street
Pittsburgh 22, Pa.

LARGEST NARCOTIC PROBLEM

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papers. This will increase the size of the problem. These educators will not rest but will increase their efforts until the Congress of the United States will prohibit the advertisement of alcoholic beverages which is the arch enemy of any program to decrease the consumption of alcoholic beverages and the resulting evil consequences.

The Langer (S.923) and Siler (HR 4627) Bills

Miss Elizabeth A. Smart, Chairman of the Legislative Committee of the National Temperance and Prohibition Council, in a letter from Washington to the member organizations of the Council dated February 29, says:

"We are happy to report to you most satisfactory hearings on the Langer (S.923) and Siler (HR 4627) bills. The head guard at the Senate Caucus Room said that the crowds at the door were the largest of any hearing in the past six years, not excluding the MacArthur and McCarthy hearings. Next day the House Caucus Room was filled to capacity at the Siler Bill hearing. Members of Congress indicated that letters and petitions for the bills were reaching them by the thousands.

"Dry witnesses were given good attention and were received favorably by both Committees. In the House hearing, Congressmen William L. Springer of Illinois, James I. Dolliver of Iowa, John W. Heselton of Massachusetts, John J. Flynt, Jr. of Georgia, Walter Rogers and Martin Dies of Texas, John Bell Williams of Mississippi, F. Ertel Carlyle of North Carolina, and Kenneth A. Roberts of Alabama, sharply questioned Clinton M. Hester, attorney for the United States Brewers Foundation and other wet witnesses.

"The situation is still open and fluid and your work in the next few weeks may be even more important than that done before. If **every one** of your members would write Senator Warren G. Magnuson, chairman Senate Interstate and Foreign Commerce Committee, and if you have a Senator on the Committee, to him asking a favorable report on the bill; and to Hon. J. Percy Priest, chairman House Interstate and Foreign Commerce Committee and any Congressman from your State on that Committee, urging them to give a favorable report on the bill before them, the possibility of getting both bills reported favorably would be very good.

"Both these Committees are still awaiting reports from the Government Departments on the bills to stop sale or service of alcoholic beverages on planes. We would suggest inquiring of your **own** Congressmen and Senators when hearings on these bills will be held, and at the same time stating you favor the bills, urging them to support and vote for them.

"Liquor on planes bills are as follows: S.2845 Thurmond, S.2979 Langer, S. 3039 Neuberger, HR 7922 Lane, HR 8000 Williams, HR 9004 Elliott, HR 9430 Smith and HR 9331 Dolliver. We would suggest stating that any of these would be satisfactory."

Letters urging favorable action on the Langer (S. 923) bill should go to the chairman and members of the Senate Interstate and Foreign Commerce Committee and those dealing with the Siler (HR 4627) bill should go to the chairman and members of the House Interstate and Foreign Commerce Committees.

In order that you may have the names of these committees before you we are printing them below.

Letters to the members of the Senate Committee should be addressed to the Senate Office Building, Washington, D. C., and those to the members of the House Committee should be addressed to The House Office Building, Washington, D. C.

SENATE—INTERSTATE AND FOREIGN COMMERCE COMMITTEE—84th CONGRESS

Warren G. Magnuson, of Washington, chairman	
Andrew F. Schoeppel, of Kansas	John O. Pastore, of Rhode Island.
John Marshall Butler, of Maryland.	A. S. Mike Monroney, of Oklahoma.
Charles E. Potter, of Michigan.	George A. Smathers, of Florida.
James H. Duff, of Pennsylvania.	Price Daniel, of Texas.
William A. Purtell, of Connecticut.	Sam J. Ervin, Jr. of North Carolina.
Frederick G. Payne, of Maine.	Alan Bible, of Nevada.
	Strom Thurmond, of South Carolina
	John W. Bricker, of Ohio.

HOUSE—INTERSTATE AND FOREIGN COMMERCE COMMITTEE—84th CONGRESS

J. Percy Priest, of Tennessee, chairman	
Oren Harris, of Arkansas.	Torbert H. MacDonald, of Massachusetts.
Arthur G. Klein, of New York.	R—Don Hayworth, of Michigan.
William T. Granahan, of Pennsylvania.	D—Charles A. Wolverton, of New Jersey.
F. Ertel Carlyle, of North Carolina.	Carl Hinshaw, of California.
John Bell Williams, of Mississippi.	Joseph R. O'Hara, of Minnesota.
Peter F. Mack, of Illinois.	Robert Hale, of Maine.
Kenneth A. Roberts, of Alabama.	James I. Dolliver, of Iowa.
Morgan M. Moulder, of Missouri.	John W. Heselton, of Massachusetts.
Harley O. Staggers, of West Virginia.	John B. Bennett, of Michigan.
Isidore Dollinger, of New York.	Richard W. Hoffman, of Illinois.
Walter Rogers, of Texas.	John V. Beamer, of Indiana.
Martin Dies, of Texas.	William L. Springer, of Illinois.
Samuel N. Friedel, of Maryland.	Alvin R. Rush, of Pennsylvania.
John J. Flynt, Jr. of Georgia.	Paul F. Schrenck, of Ohio.
	Joseph L. Carrigg, of Pennsylvania.
	Steven B. Derounian, of New York.

THE BIBLE AND EDUCATION

In Europe, America and elsewhere religious thought is returning hopefully to the Bible. The Bible has ever proven its authority when men have turned to it in times of crisis or calamity. It does not yield its deepest secrets when approached in a faithless or negative attitude. But when men reverently and lovingly turn to it as the Word of God, or to discover honestly if it be the Word of God, the search is rewarding and deeply satisfying.

It was belief in the authority of the Bible which gave rise to the Reformation principle of universal education. Why, then, should Christian education desert the very attitude which gave rise to the American system of public education? —H. C. Mason